PIONEER NEWS FLASHES

Pioneer Corn Breeders Announce

FOR 1942 PLANTING

PIONEER HYBRID CORN

PIONEER 370

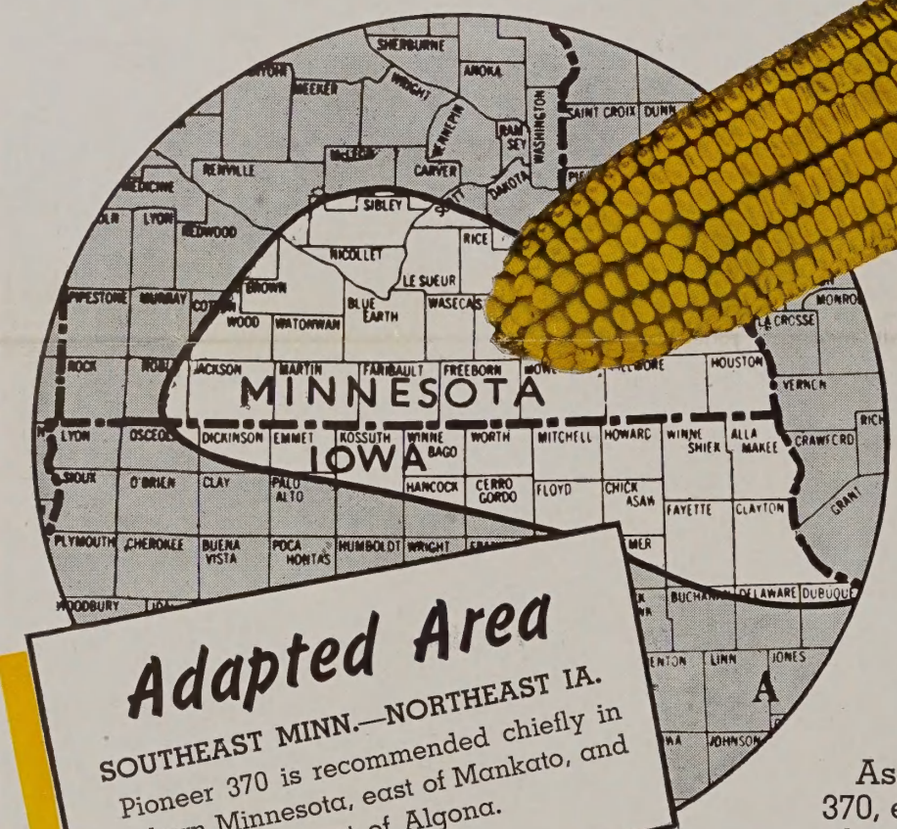
A UNIFORM HYBRID

for the Northern Corn Belt

ABOUT 10 DAYS
EARLIER THAN PIONEER 322

Gives You...

- UNIFORM PLANT TYPE
- UNIFORM EAR HEIGHT
- UNIFORM EAR APPEARANCE



Adapted Area

SOUTHEAST MINN.—NORTHEAST IA.

Pioneer 370 is recommended chiefly in southern Minnesota, east of Mankato, and northern Iowa, east of Algona.

Beautiful in the Field and Crib

As you look down the rows in a field of Pioneer 370, every ear is hanging at the same height, every plant looks like a twin to the one just beside it. When you pick the ears, they all look alike. A growing field of Pioneer 370 or a crib of Pioneer 370 ears are both beautiful to see. You practically never find an ear that has dropped off the stalk, and you will like the way Pioneer 370 picks by hand.

There is some tendency for a few of the stalks to have two ears instead of one. This may help account for its excellent yield record. Pioneer 370 is only fair for drought resistance, and the ears run a little smooth and hard.

Leaves Stay Green While Corn Dents

The leaves and stalk on this hybrid stay green in the fall while the ear ripens. You will be surprised to find the ear well dented while the husks are still green.

A New Hybrid That's Difficult to Produce

Pioneer 370 gives you outstanding uniformity because it is a three-way cross. It is more difficult and more expensive to produce than a four-way hybrid. Its yield is unusually high considering that it matures about ten days earlier than Pioneer 322 and only slightly later than Pioneer 355.

YIELD RECORDS OF PIONEER 370 IN OFFICIAL 1940 STATE YIELD TESTS

MINNESOTA

In the official 1940 Minnesota Corn Yield Trials, conducted by the University of Minnesota, Pioneer 370 was the highest yielding corn in Group I (Earliest Group) in both Nicollet and Winona counties. It was the highest yielding corn in Group II (Adapted corn) in Lincoln county, and was outyielded in Group II in Mower county only by Pioneer 353. Pioneer 370 ranked very high in lodging resistance.

MICHIGAN

In the official 1940 Michigan Corn Yield Tests, conducted by Michigan State College, Pioneer 370 was first in yield in two of the seven test fields. No other hybrid had more than one first place position.

ILLINOIS

Among 60 hybrids entered in the Northeastern district of the official 1940 Illinois Corn Performance Test, Pioneer 370 placed third in earliness and yielded five bushels per acre more corn than the average of all entries.

Pioneer 353

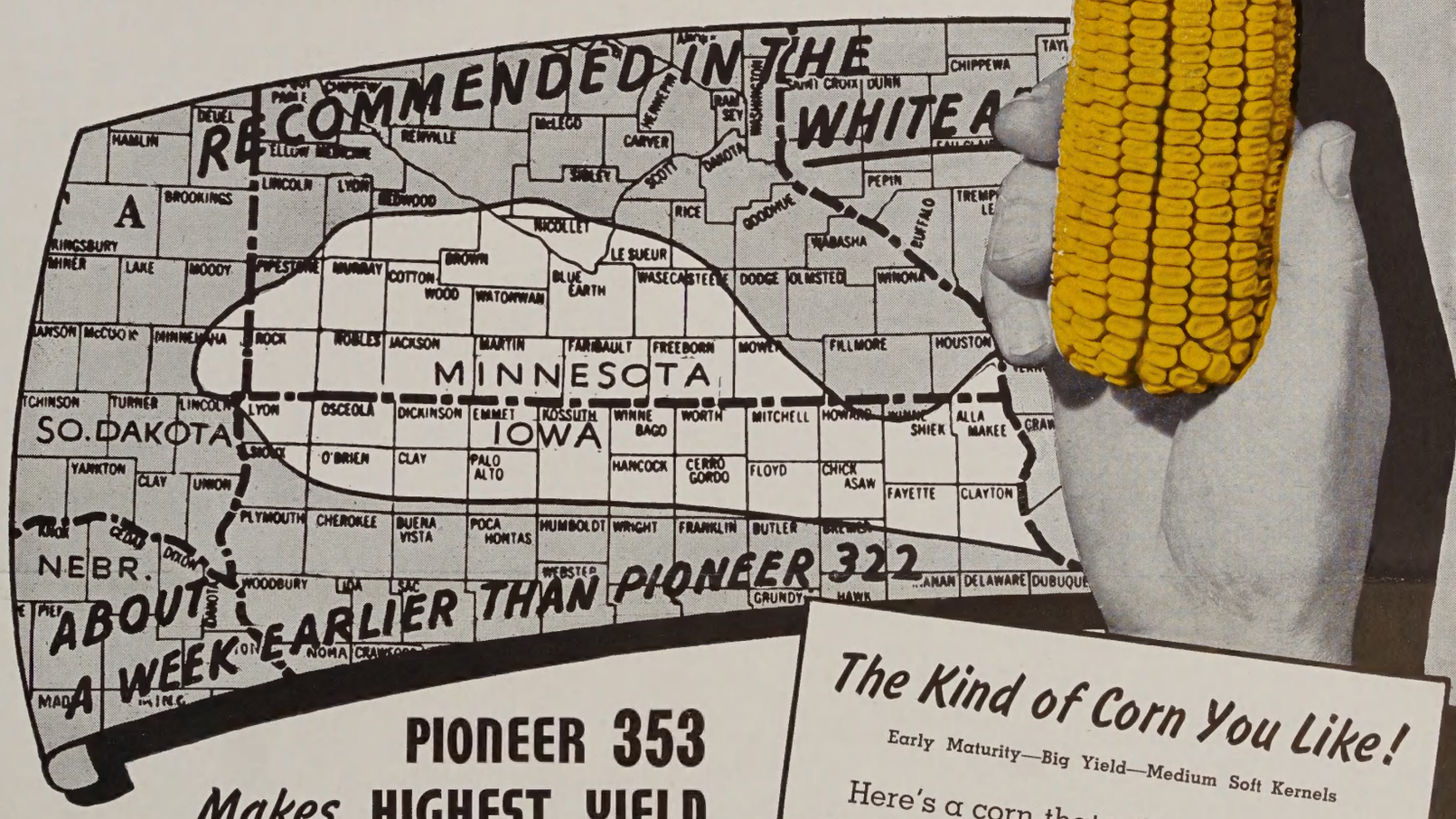
About a Week Earlier Than PIONEER 322

Pioneer corn breeders are proud to offer Pioneer 353. It's one of the very best all-around Northern corn belt hybrids selected from over 2,000 Pioneer experimental hybrids made and tested in northern Iowa, Minnesota, and South Dakota during the last seven years.

COMBINES HIGH YIELD, STIFF STALKS, STRONG ROOTS *AND EARLY MATURITY*

Pioneer 353 produces extra high yields of sound corn in its adapted area, and stands up exceptionally well, having very stiff stalks, and strong roots. In the official 1940 Minnesota Corn Yield Trials, Pioneer 353 was the highest yielding corn in Group II (adapted corn) in Nobles, Mower, and Winona counties, and third in Group II in McLeod county. In Group I (earliest group), it was third in yield in Nicollet county and ranked fourth among 31 corns in Group I in Martin county.

In the Martin County test field, some hybrids were reported as 100 per cent lodged. Pioneer 353 ranked fifth among 61 hybrids tested for lodging resistance. Pioneer 353 made an equally good record for lodging resistance in the Nobles county field, ranking fourth among 58 hybrids.



PIONEER 353 *Makes* HIGHEST YIELD

In official 1940 MINNESOTA CORN YIELD TRIALS

Pioneer 353 made the highest yield per acre among all corns tested in the official 1940 Minnesota Corn Yield Trials. This record was made in the 1940 Winona county test field in which this hybrid produced an average yield of 91.1 bushels per acre. The test field was located on the Frank Mueller farm, at St. Charles, Minnesota, and was planted and tested for yield by the University of Minnesota.

The Kind of Corn You Like!

Early Maturity—Big Yield—Medium Soft Kernels

Here's a corn that will get ripe for you nine years out of ten . . . and it out-yields hybrids that mature a week later. With a cylinder-shaped ear and with only one ear to the stalk, Pioneer 353 is well adapted to both hand picking and machine picking. Its disease-resistant shanks drop very few ears and it has medium-soft kernels.

FOUR MORE *New* OUTSTANDING HYBRIDS

PIONEER 358

AS EARLY OR EARLIER THAN PIONEER 355

Pioneer 358 ears are moderately rough and have medium-soft starch kernels. It is excellent for hand picking because the ears hang at a convenient height and break off easily for the husker. This variety shows a distinct tendency toward producing only one ear per stalk. It matures, yields, and stands up almost exactly the same as Pioneer 355, but has shorter shanks and is more resistant to smut than 355.

PIONEER 353-A

ABOUT A WEEK EARLIER THAN PIONEER 322

This hybrid appeals to farmers who like single eared corn with long, rather rough-type ears. Pioneer 353-A produces attractive corn that's pleasing to the eye—both in the field and in the crib. It possesses both high yielding ability and excellent lodging resistance. You will find 353-A quite similar to 353 in most respects. It looks a little better, yields a little less, and matures about the same.

PIONEER 365

ABOUT 5 DAYS EARLIER THAN PIONEER 355

Pioneer 365 matures about five days earlier than Pioneer 355. Considering its earliness, 365 produces an unusually high yield and stands up well in the field. In trial tests, it has regularly outyielded hybrids that mature a week later. It has very strong roots and stiff stalks, and medium-hard ears with smooth dent. The ears are carried quite low on the stalk.

PIONEER 373

ABOUT THREE DAYS LATER THAN PIONEER 355

Pioneer 373 produces long ears and tends to yield only one ear per stalk. The ears hang at a convenient height for hand huskers. Medium-length, diseases-resistant shanks hold the ears on the stalks. There is very little ear dropping. It has strong roots, but on high nitrogen content soil, it has a tendency to stalk-break in the fall.

SEASONED VETERANS of The NORTHERN CORN BELT

PIONEER 355

HIGHEST AVERAGE YIELD IN SOUTHERN MINNESOTA

This time tested hybrid has assumed the role of "old reliable" for nearly a decade in the Northern corn belt. Year after year, it stands up satisfactorily and fills the cribs of "Pioneer 355 farmers" with ripe, golden corn. It is a "time tested" hybrid that has proved itself profitable for both sealing and selling. It matures early—and has a high shelling percentage.

Look up the Official 1940 Minnesota Hybrid Corn Yield Trials—you will find that Pioneer 355 is the highest yielding corn tested for four years in all three locations in the southern zone.

PIONEER 324

HIGH YIELDING—CYLINDER-SHAPED EARS

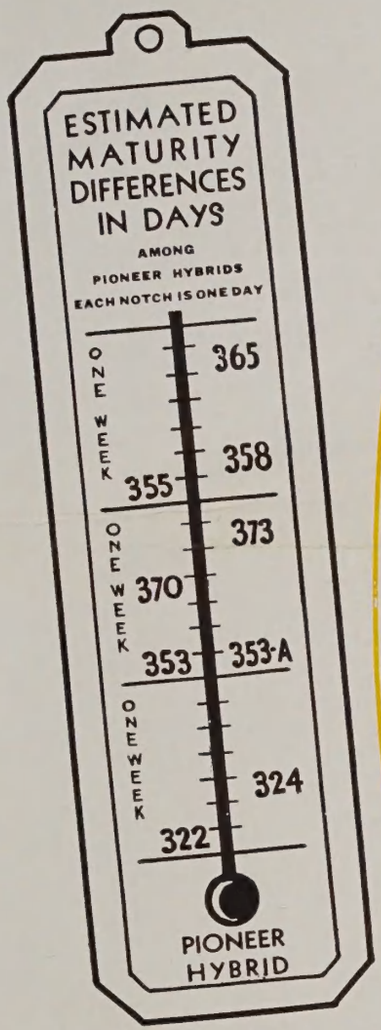
Here's a high yielding hybrid that produces one cylinder-shaped ear to the stalk. The big attractive ears are uniform, hold their width well to the tip, and show up well in the field. The ears are very resistant to shelling in the field when harvested with a mechanical picker. Its deep kernels and sound quality ears make Pioneer 324 excellent for marketing. It has strong roots, stiff stalks, medium ear height, and medium-length shanks. It should be planted quite early on good ground in extreme Northern Iowa and in Minnesota.

PIONEER 322

OVERRUNS MEASURED CRIBS—HOLDS HIGHEST YIELD IN MINNESOTA STATE TEST

This big yielding hybrid overruns measured cribs 5 to 15% when shelled—gives you 5 to 15% more profit than you expect. It has deep, sound quality kernels, and small cobs. Pioneer 322 has medium-soft kernel starch—and contains more corn, less cobs per bushel of ear corn than most varieties. This hybrid has been smashing official Iowa and Minnesota Yield Test records in the Northern corn belt for the last five years. It's a "banner trophy" winner in the Iowa Corn Yield Test—and holds the highest yield record ever made in the Minnesota State Yield Test (131 bushels per acre in 1939). In years of short seasons, it may be late maturing.

MATURITY DIFFERENCES — PERFORMANCE RECORDS CHARACTERISTICS



RATING OF PIONEER HYBRIDS

Based on AVERAGE RESULTS from PIONEER TESTING FIELDS in SOUTHERN MINNESOTA

Pioneer Number	Average YIELD Per Acre	Average MOISTURE Oct. 15	Root Lodging RESISTANCE GRADE The Higher-The Better	Average Number BROKEN STALKS Per 100 Stalks	Average Number DROPPED EARS Per 100 Stalks	Average EAR HEIGHT Inches
365	69 bu.	15.8%	80	4	1.3	36 in.
358	66	16.9	73	3	2.7	40
355	67	17.1	72	3	2.0	46
373	67	17.4	75	7	.5	48
370	73	18.0	85	2	.2	48
353	79	18.9	90	3	.5	48
353A	77	19.1	85	3	1.3	50
324	79	20.8	78	5	2.6	48
322	78	21.3	85	5	1.1	54

SUMMARY OF CHARACTERISTICS

PIONEER	365	358	355	373	370	353	353A	322	324
STRENGTH OF ROOTS	VERY STRONG	STRONG	STRONG	STRONG	VERY STRONG	VERY STRONG	VERY STRONG	VERY STRONG	STRONG
STIFFNESS OF STALK	VERY STIFF	VERY STIFF	VERY STIFF	FAIR	VERY STIFF	VERY STIFF	VERY STIFF	STIFF	STIFF
EAR DROPPING RESISTANCE	EXCELL'T	GOOD	GOOD	EXCELL'T	EXCELL'T	EXCELL'T	EXCELL'T	EXCELL'T	GOOD
ADAPTATION TO HAND PICKING	GOOD	EXCELL'T	GOOD	GOOD	EXCELL'T	GOOD	GOOD	GOOD	FAIR
ADAPTATION TO MACHINE PICKING	GOOD	GOOD	FAIR	GOOD	GOOD	GOOD	GOOD	GOOD	GOOD
LENGTH OF SHANK	MEDIUM	MEDIUM	LONG	MEDIUM	SHORT	MEDIUM	MEDIUM	SHORT	MEDIUM
EARS PER STALK	ONE	ONE	Sometimes TWO	ONE	Sometimes TWO	ONE	ONE	Sometimes TWO	ONE
EAR HEIGHT	LOW	LOW	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM HIGH	MEDIUM HIGH	MEDIUM
LENGTH OF EARS	MEDIUM	MEDIUM	LONG	LONG	MEDIUM	MEDIUM LONG	LONG	MEDIUM LONG	LONG
HARDNESS OF KERNEL STARCH	HARD	MEDIUM SOFT	MEDIUM HARD	MEDIUM SOFT	MEDIUM HARD	MEDIUM SOFT	MEDIUM SOFT	MEDIUM SOFT	MEDIUM HARD
LENGTH OF HUSK	MEDIUM	MEDIUM	SHORT	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM
SMUT RESISTANCE	GOOD	GOOD	FAIR	GOOD	GOOD	GOOD	GOOD	EXCELL'T	GOOD
DROUGHT RESISTANCE	GOOD	GOOD	GOOD	GOOD	FAIR	EXCELL'T	EXCELL'T	EXCELL'T	GOOD

Pioneer Sweeps

1940 MINNESOTA CORN YIELD TRIALS

Conducted by University of Minnesota

Official Proof that PIONEER HYBRIDS GIVE YOU

- EXTRA HIGH YIELD
- EXCELLENT LODGING RESISTANCE
- AND EARLY MATURITY

ONE-THIRD OF ALL FIRST PLACES GO TO PIONEER HYBRIDS

Pioneer hybrids won one-third of all first place positions in the official 1940 Minnesota Corn Yield trials. In all fields scattered throughout Minnesota, there was a total of 39 groupings in which corns were rated. Pioneer placed first in 13 of these groups . . . more than twice as many first place rankings as any other producer received. All test fields were planted, checked, and determined for yield by the University of Minnesota.

PIONEER 353 Makes HIGHEST YIELD in Test!

Pioneer 353 produced the highest average yield per acre in any one test field among all varieties entered in the 1940 Minnesota Corn Yield Trials. It yielded an average of 91.1 bushels per acre in the Winona county test field located on the Frank Mueller farm, near St. Charles, Minnesota.

Analysis of Records Made by Pioneer Hybrids

In 1940 Minnesota Corn Yield Trials

Days-to-Maturity Zone	County	Maturity Group	Pioneer Hybrids Ranking 1st in Yield
110-116	Winona	I	370
		II	353
		III	322
110-116	Mower	II	353
110-116	Martin	III	322
110-116	Nobles	II	353
110-116	Nicollet	I	370
103-109	Lincoln	II	370
		III	373
103-109	McLeod	I	355
		III	322
103-109	Chippewa	IV	373
96-102	Pope	IV	373

RATING OF MATURITY GROUPS

I Medium Early — III Medium Late
II Adapted — IV to VII Late

PIONEER 355 *Has Highest "Four-year" Average Yield*

Table 11. Varieties Grown in Fillmore County 1937, Houston County 1938 and 1939, and Winona County 1940

Variety	Yield, Bushels					Per Cent Moisture				
	1937	1938	1939	1940	Av	1937	1938	1939	1940	Av.
GROUP I										
Pioneer Hybrid 355	75.8	78.4	81.1	81.5	79.2	31.0	33.6	19.6	23.0	27.1
Turner E4	72.2	69.5	87.3	80.0	77.3	29.4	34.7	19.0	26.0	27.3
Minhybrid 403	69.5	75.2	74.9	78.0	74.4	32.3	34.6	19.7	25.6	28.1
Minhybrid 301	68.3	69.2	77.2	79.9	73.7	29.2	33.1	19.6	24.4	26.6
Master Hybrid No. 2	68.3	64.1	75.7	76.8	71.2	31.5	33.2	20.0	22.4	26.8
Murdock	59.4	55.1	62.8	59.0	59.1	33.1	33.8	20.5	26.0	28.3

Table 10. Varieties Grown in Brown County 1937, Cottonwood County 1938, Watonwan County 1939, and Martin County 1940

Variety	Yield, Bushels					Per Cent Moisture				
	1937	1938	1939	1940	Av	1937	1938	1939	1940	Av.
GROUP I										
Pioneer Hi-Bred 355	68.0	61.6	91.9	58.7	70.1	27.0	26.8	15.2	21.8	22.7
Minhybrid 301	60.6	59.6	94.0	56.6	67.7	24.3	26.0	14.8	21.2	21.6
Minhybrid 403	70.0	54.9	87.4	52.2	66.1	26.7	28.4	16.4	22.9	23.6
Master Hybrid No. 2	65.5	52.7	86.3	59.1	65.9	27.7	26.6	16.5	19.8	22.7
Murdock	47.8	52.6	81.2	37.0	54.7	29.4	28.5	15.6		

Table 9. Varieties Grown in Rock County 1937 and 1938 and Nobles County 1939 and 1940

Variety	Yield, Bushels					Per Cent Moisture				
	1937	1938	1939	1940	Av	1937	1938	1939	1940	Av
GROUP I										
Pioneer 355	54.1	80.3	106.0	67.1	76.9	34.0	20.7	17.2	27.3	24.8
Minhybrid 301	55.1	77.2	105.0	68.7	76.5	30.4	20.2	16.7	26.4	23.4
Turner E4	59.5	75.1	106.1	65.0	76.4	32.4	22.3	18.7	30.4	26.0
	59.4	81.7	96.6	60.9	74.7	32.1	20.2	18.8	28.5	24.9
					61.6*	35.2	20.2	18.3	28.3	25.5

Pioneer 355, "Old Reliable" of the Northern Corn Belt, is the highest yielding corn tested for four years (1937 to 1940) in all three locations in the southern zone of the Minnesota Corn Yield Trials . . . proof of its consistent high yielding ability, and profit making performance.

PIONEER HI-BRED CORN COMPANY

114 11TH STREET—DES MOINES, IOWA

FOR FURTHER INFORMATION, SEE YOUR LOCAL PIONEER REPRESENTATIVE